Symantec™

Profit Through Partnership

Symantec Service Provider Program
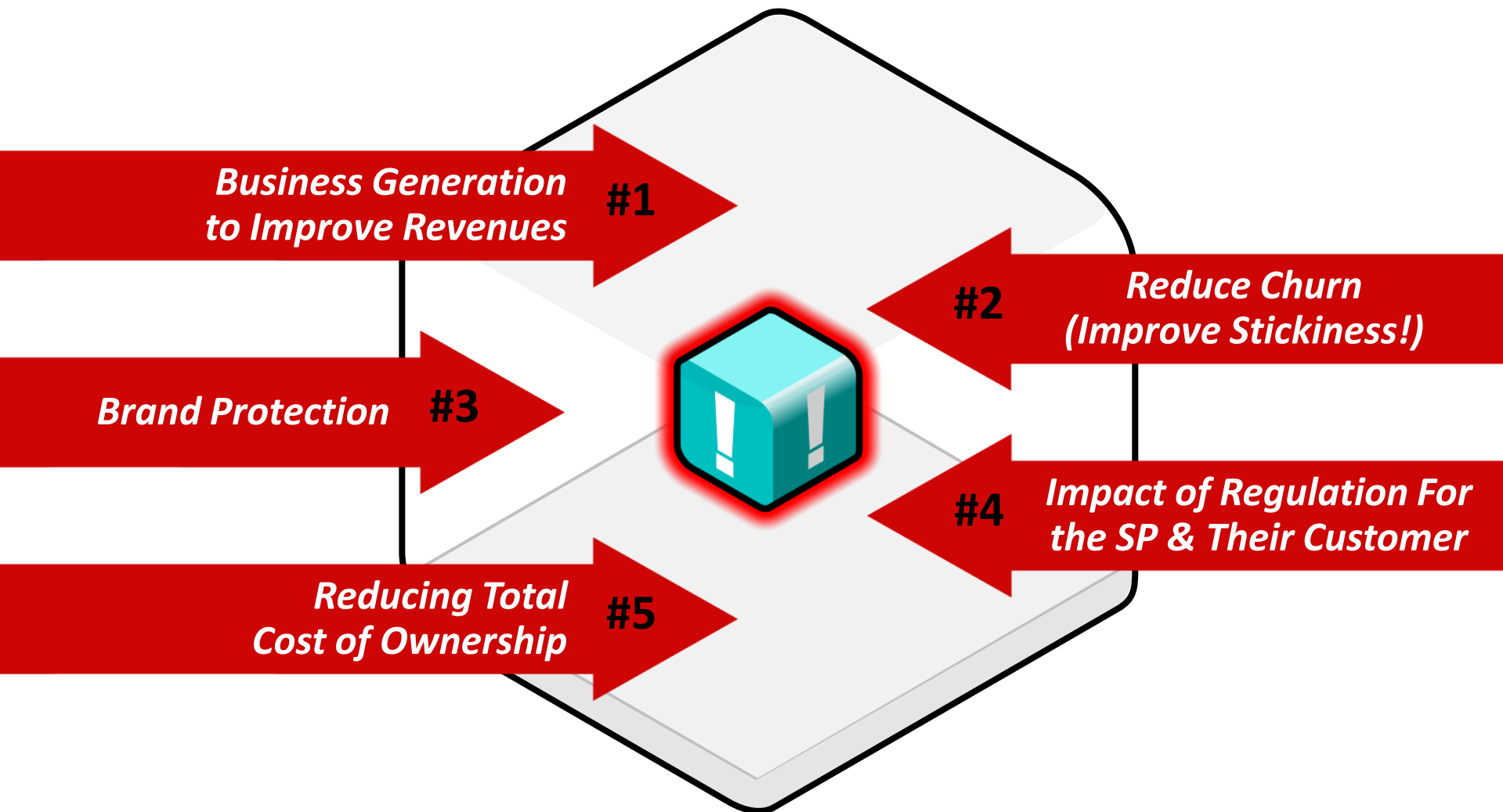
Agenda

1 Symantec Service Provider Programs

2 Hosted Services Options

3 Own Service Deployment Options

4 Summary and Q&A

Key Challenges for Service Providers today

Business Generation to Improve Revenues #1

Reduce Churn (Improve Stickiness!) #2

Brand Protection #3

Impact of Regulation For the SP & Their Customer #4

Reducing Total Cost of Ownership #5

Symantec Offers Flexible Deployment Options for Service Providers

Hosted

- **OPEX budgeting (utility pricing)**
- **Easy and quick deployment**
- **Industry-leading SLAs**
- **Support handled by service provider**

Own Service
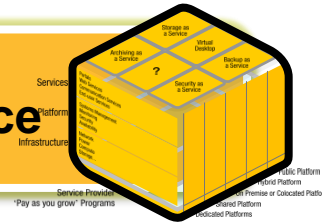
- **OPEX (or CAPEX) budgeting**
- **All types of services**
- **Customization options tailored to the SP business model**
- **SP retains control and accountability**

Hybrid

- **Mix Hosted and Own Service (and/or Customer On-Site)**
- **Optimize outsourcing and in-house control**
- **Build on current investments**

Our approach to hosted services...

Symantec provides the security heritage, commitment & resources

MessageLabs, as the security as a service pioneer, brings the global SaaS platform, support & expertise
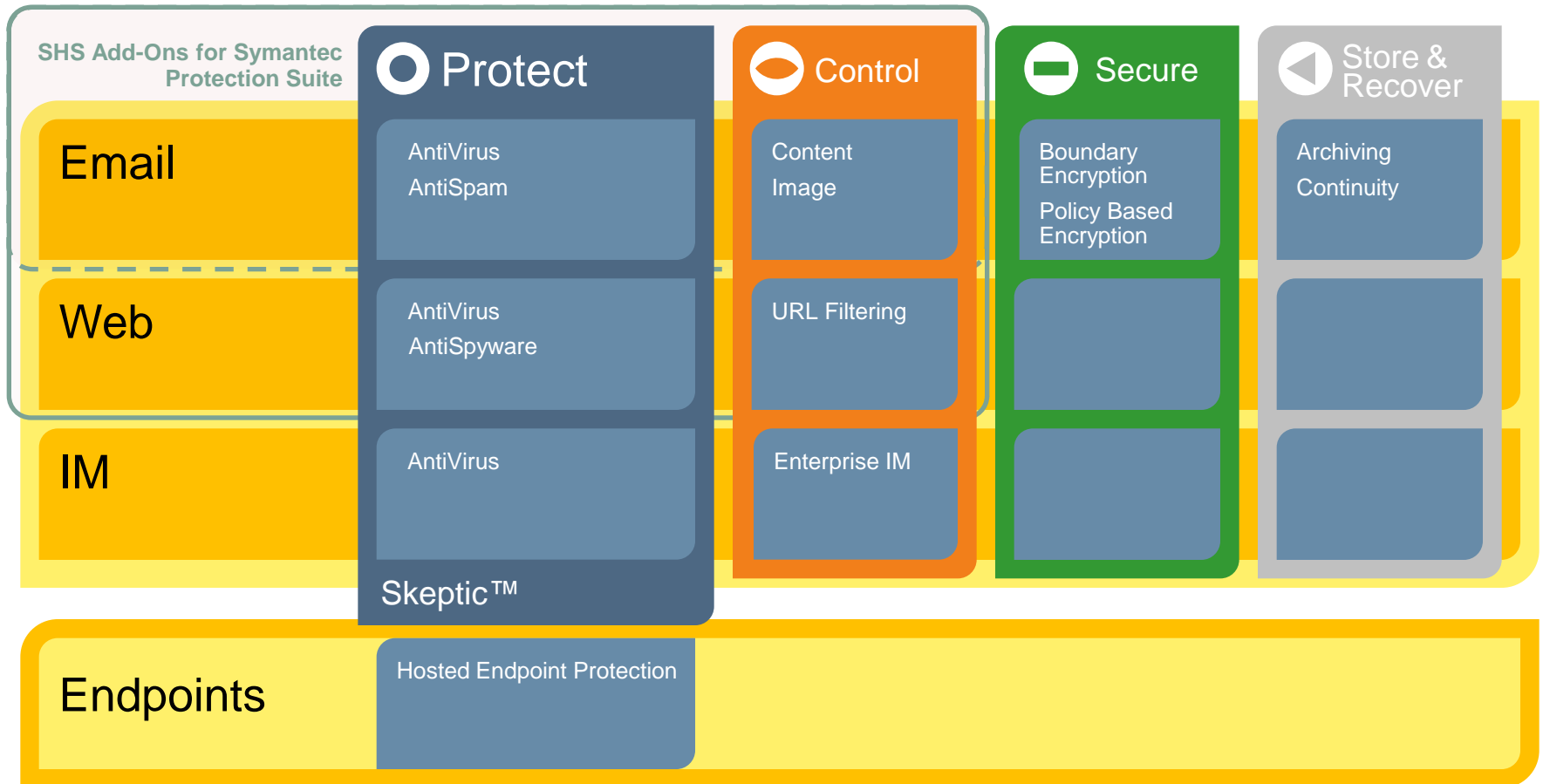
Symantec is committed to SaaS – has now established a new brand on a par with Norton, **Symantec Hosted Services** to support the evolution of SaaS
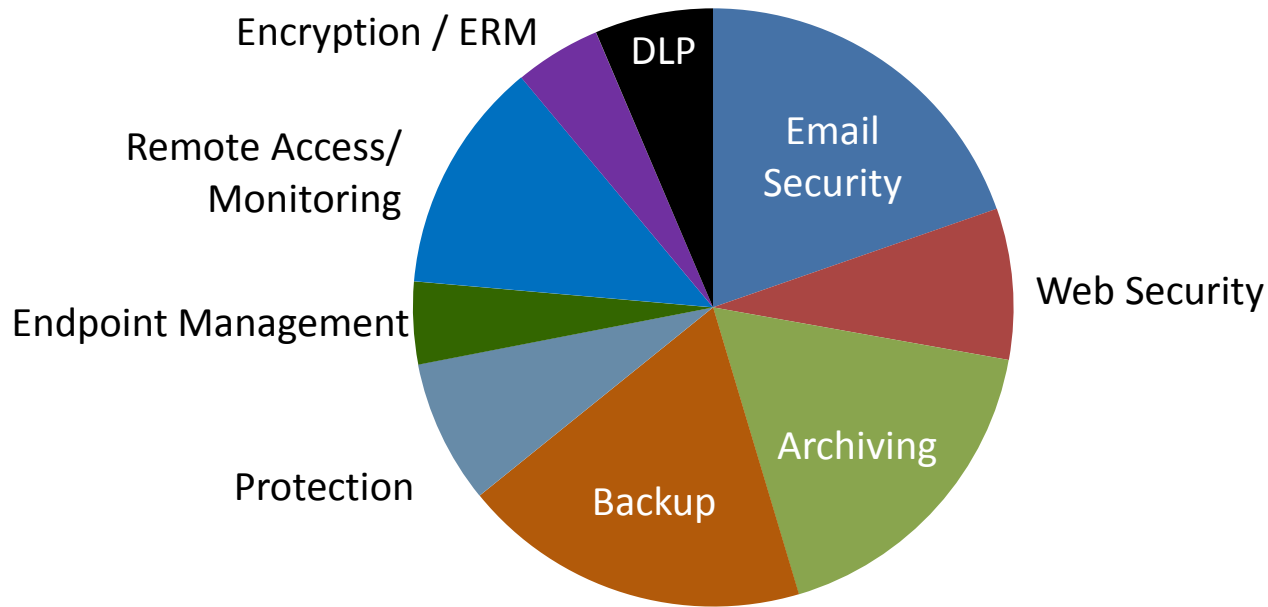
$5 Billion

Addressable SaaS market in 2013

A broad portfolio of integrated hosted services..

Email

Web

IM

Endpoints

SHS Add-Ons for Symantec Protection Suite

Protect
- AntiVirus
- AntiSpam
- AntiVirus
- AntiSpyware
- AntiVirus
- Skeptic™

Control
- Content
- Image
- URL Filtering
- Enterprise IM

Secure
- Boundary Encryption
- Policy Based Encryption

Store & Recover
- Archiving
- Continuity

Hosted Endpoint Protection

- Skeptic is our proprietary anti-virus and anti-spam heuristic engine
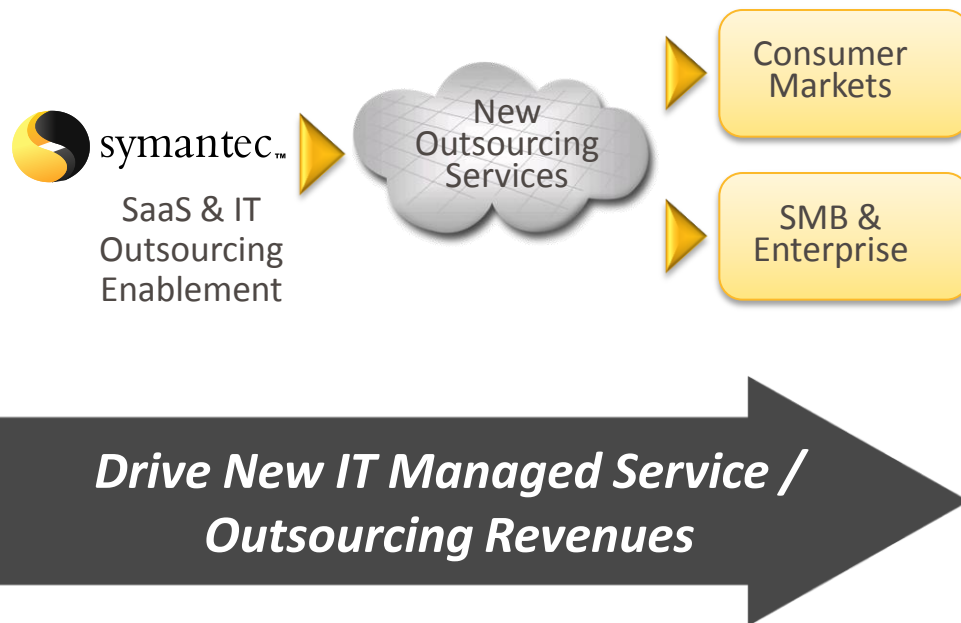
Symantec Hosted Services - Service Provider program

	Hosted Applications / MSP	Fixed / Mobile Operators
Target Market	SMB (1-100)	Broadband / DSL / Ethernet
Service Offering	Email, Web, Archiving, SHEP	Email & Web
Pricing Model	Per User	Per User / Bandwidth
SLA's	Availability & Performance	Availability & Performance
Ordering / Provisioning	Parallels / Partner UI	Parallels / Partner UI
Configuration	Default Settings	Default Settings
Reporting	Scheduled Reports	Self Serve & Scheduled Reports
User Interface	Co-branded / Branded UI's	Co-branded / Branded UI's

Drivers for providers to choose own service deployments based on Symantec solutions and products

- Offer services that are not part of the Symantec Hosted Services portfolio

- Provide very customized service offerings

- Control the service infrastructure and roadmap

- Leverage existing Symantec product knowledge from deployments in the data centers

- Use the Symantec service provider buying programs to mitigate financial risks

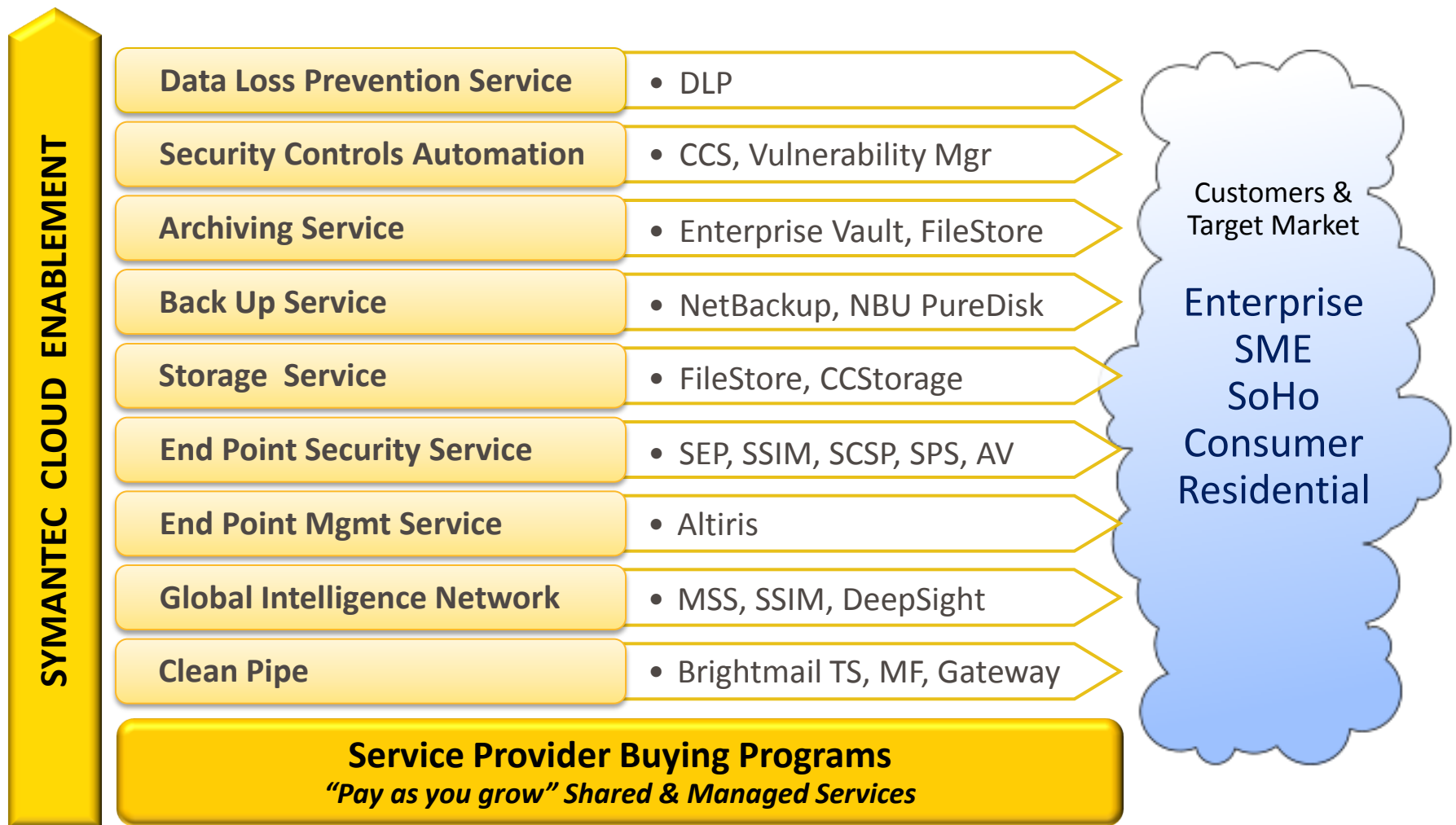- Build a **MULTIPLIER** to generate new revenue streams
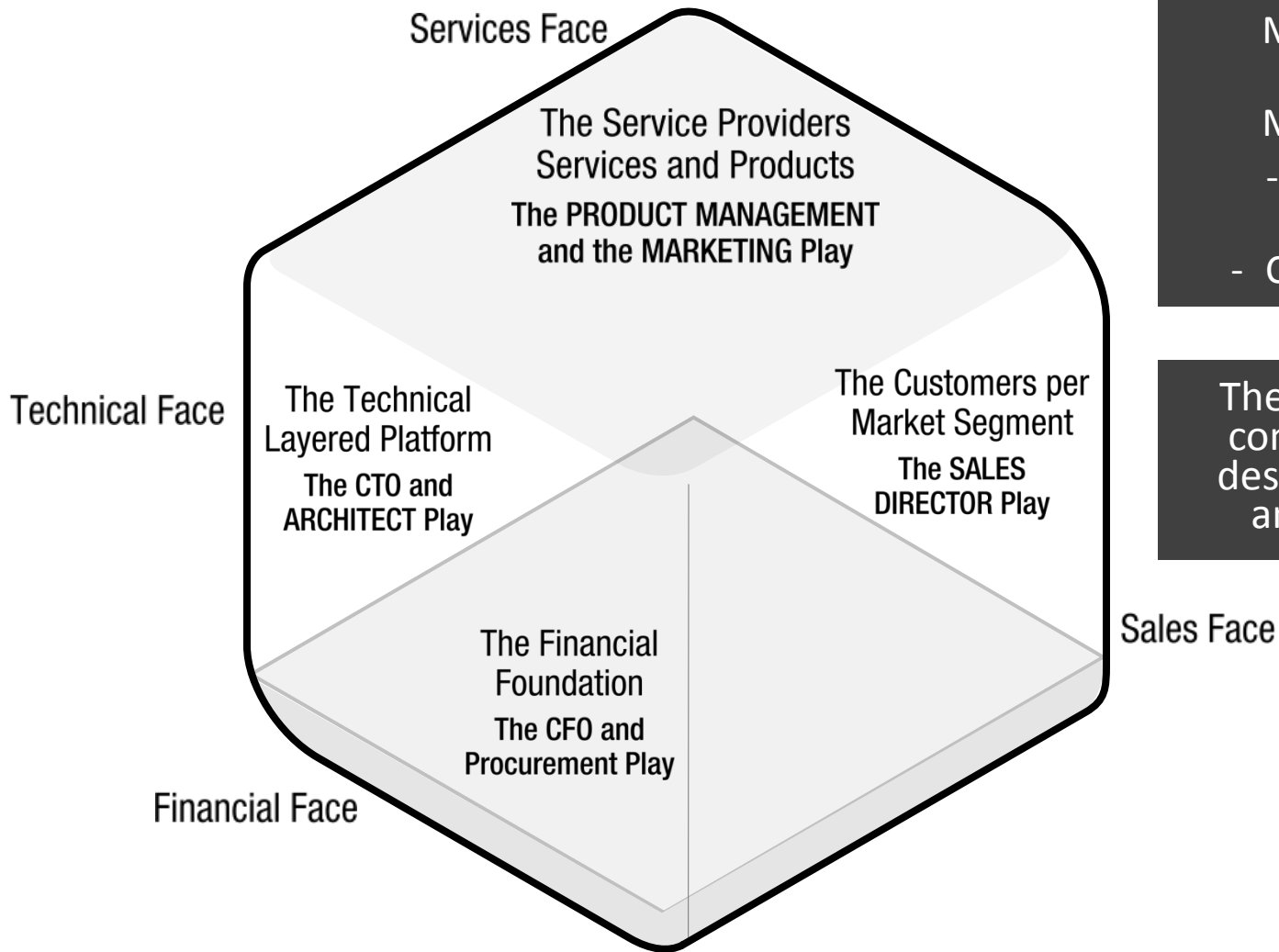
Symantec + The Service Provider = The Multiplier

SaaS & IT
Outsourcing
Enablement

New
Outsourcing
Services

Consumer
Markets

SMB &
Enterprise

**Drive New IT Managed Service /
Outsourcing Revenues**

Services Roadmap
Powered By Symantec

- Clean Pipe Service
- Managed End Point
- Backup-as-a-Service
- Archiving-as–a-Service
- Security-as-a-Service
- Data Loss Prevention
- Disaster Recovery Services
- Storage-as-a-Service
- Compliance Automation

Comprehensive Portfolio for Services Providers

SYMANTEC CLOUD ENABLEMENT

Service	Products
Data Loss Prevention Service	• DLP
Security Controls Automation	• CCS, Vulnerability Mgr
Archiving Service	• Enterprise Vault, FileStore
Back Up Service	• NetBackup, NBU PureDisk
Storage Service	• FileStore, CCStorage
End Point Security Service	• SEP, SSIM, SCSP, SPS, AV
End Point Mgmt Service	• Altiris
Global Intelligence Network	• MSS, SSIM, DeepSight
Clean Pipe	• Brightmail TS, MF, Gateway

Customers & Target Market

**Enterprise
SME
SoHo
Consumer
Residential**

Service Provider Buying Programs
"Pay as you grow" Shared & Managed Services

How does Symantec provide such services?
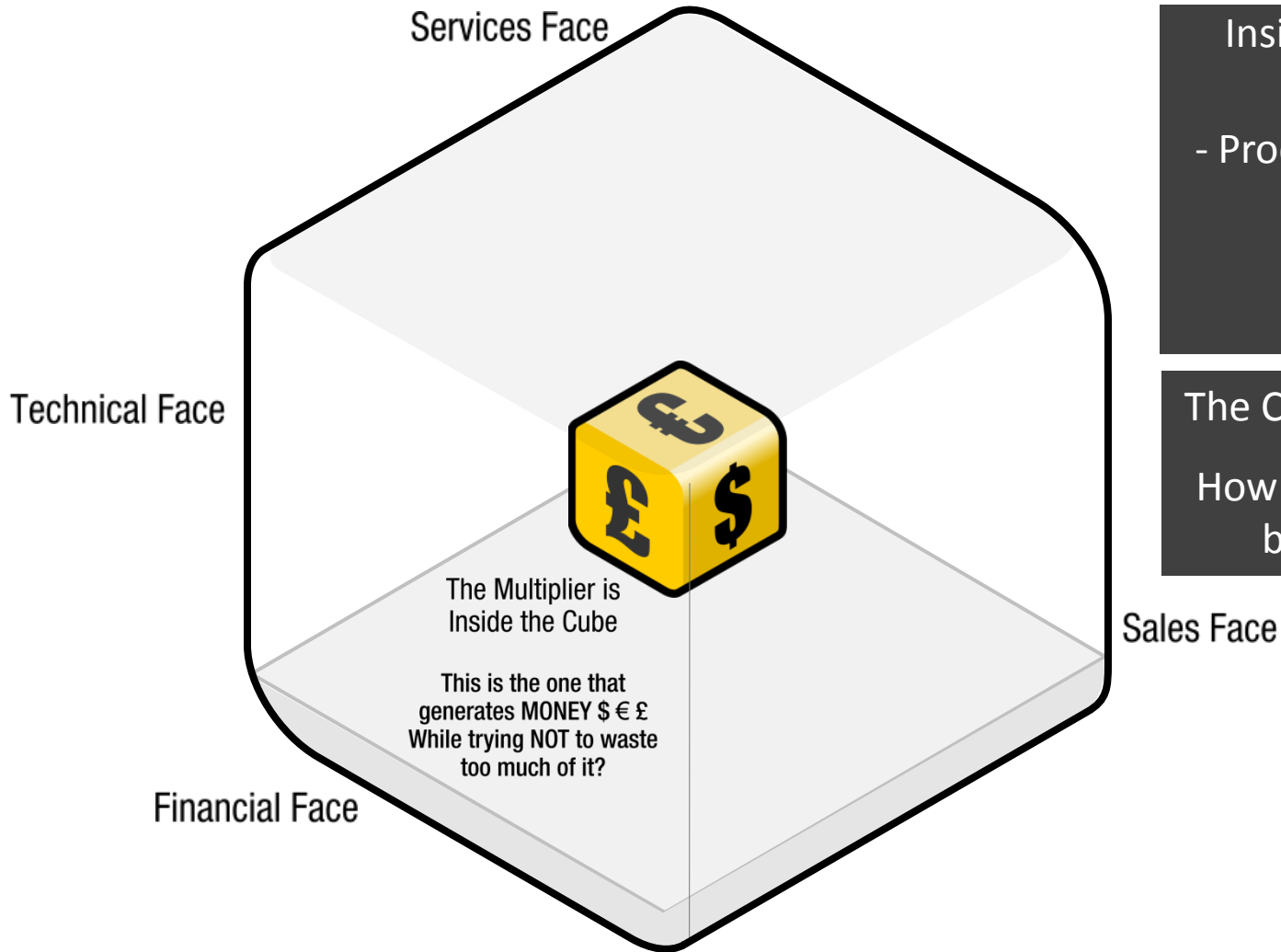## *The Cube as a 'Framework'*

It Brings TOGETHER
- CSP Product Management View
- CSP Sales Management View
- CSP Technical/ Architect View
- CSP Financial View

The goal is to bring a consistent view and design for all existing and new services

What is inside the Cube is in fact the MULTIPLIER

Services Face

Technical Face

Financial Face

Sales Face

The Multiplier is
Inside the Cube

This is the one that
generates MONEY $ € £
While trying NOT to waste
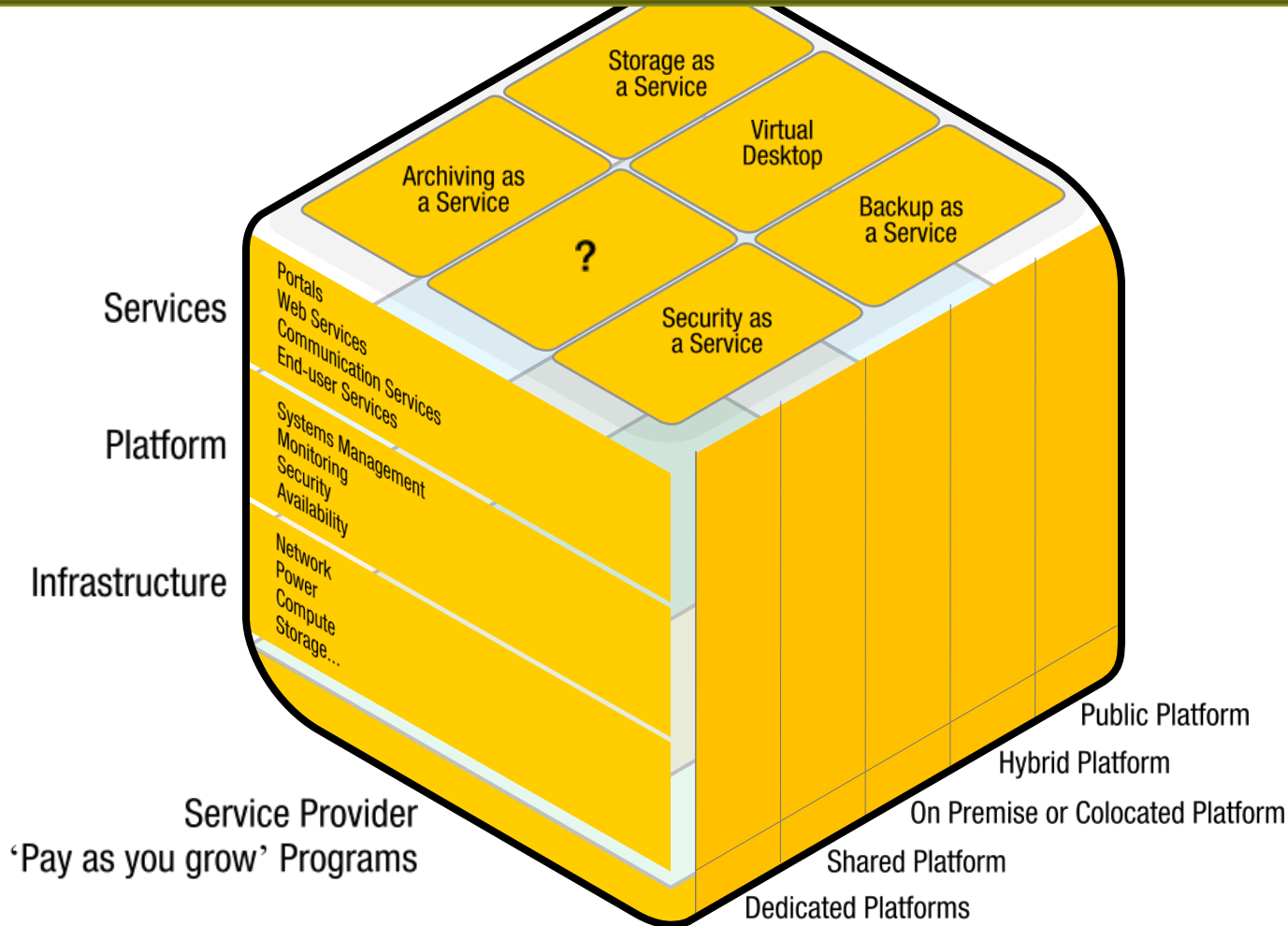too much of it?

Inside the Cube are
- Sales
- Product and Business
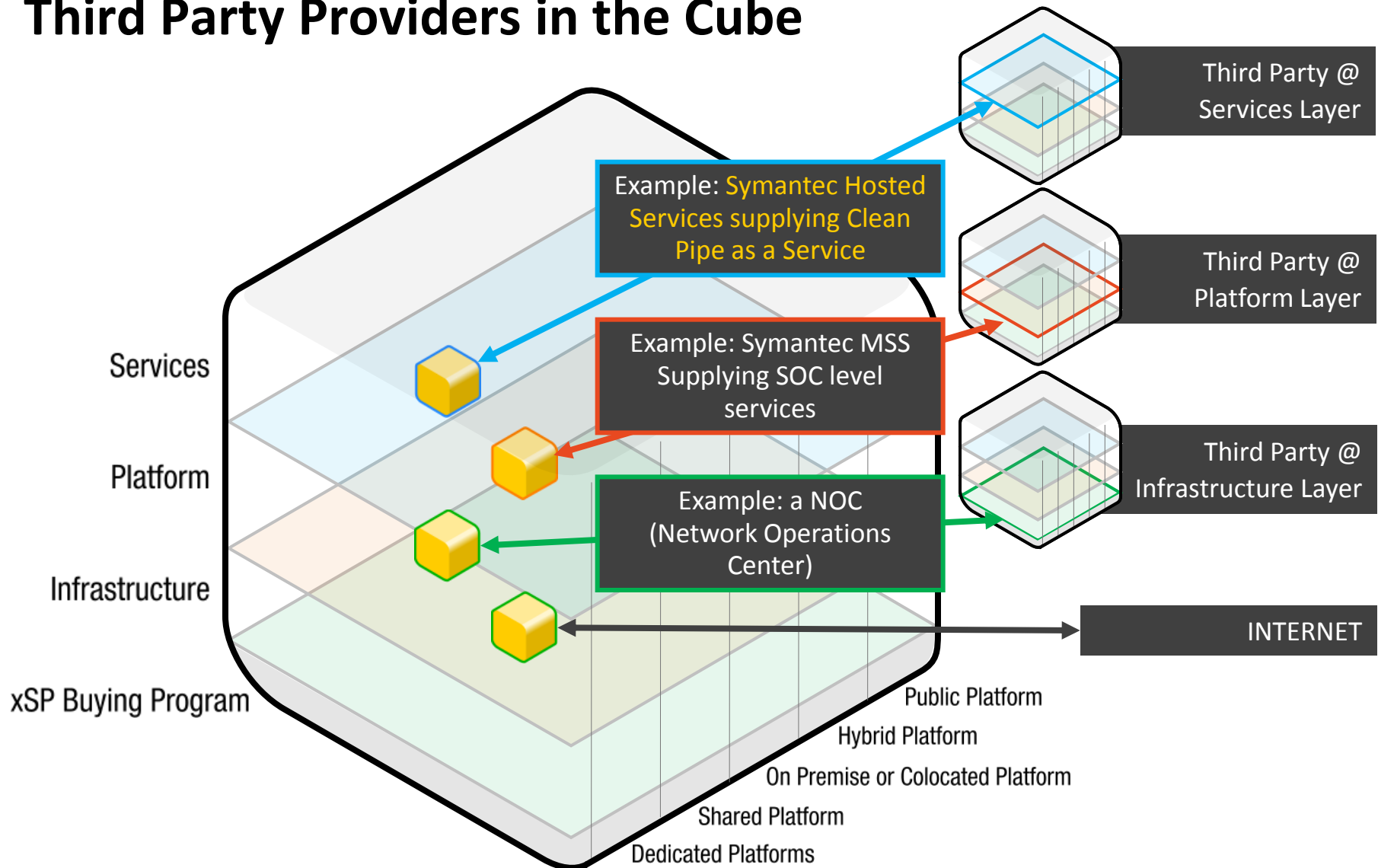- Technical
- Financial
- MULTIPLIER

The CUBE is the ENGINE

How does it meet your
business goals?

The Cube

The Symantec SP Framework to support Service Providers in building own customized data and security services for their target markets

Hybrid Solutions – Symantec Hosted Services or Third Party Providers in the Cube

Third Party @ Services Layer

Third Party @ Platform Layer

Third Party @ Infrastructure Layer

Example: Symantec Hosted Services supplying Clean Pipe as a Service

Example: Symantec MSS Supplying SOC level services

Example: a NOC (Network Operations Center)

INTERNET

Services

Platform

Infrastructure

xSP Buying Program

Public Platform
Hybrid Platform
On Premise or Colocated Platform
Shared Platform
Dedicated Platforms

Summary

- Symantec have a proven track record with Service Providers

- Huge market demand and opportunities for both

  – Hosted Services and

  – Own Service deployments

- Flexible service options to bundle into internet access services

- Predictable pricing model for both you and the customer

- Minimal entry requirements allow quick time to market

- Customisation options ensure a seamless customer experience

- Integration options ensure a good partnering experience

Deliver innovative hosted & managed security and data services to meet all different client needs

...from

one

Global trusted partner

Thank you!